



Shared Micromobility Pilot Six Month Update

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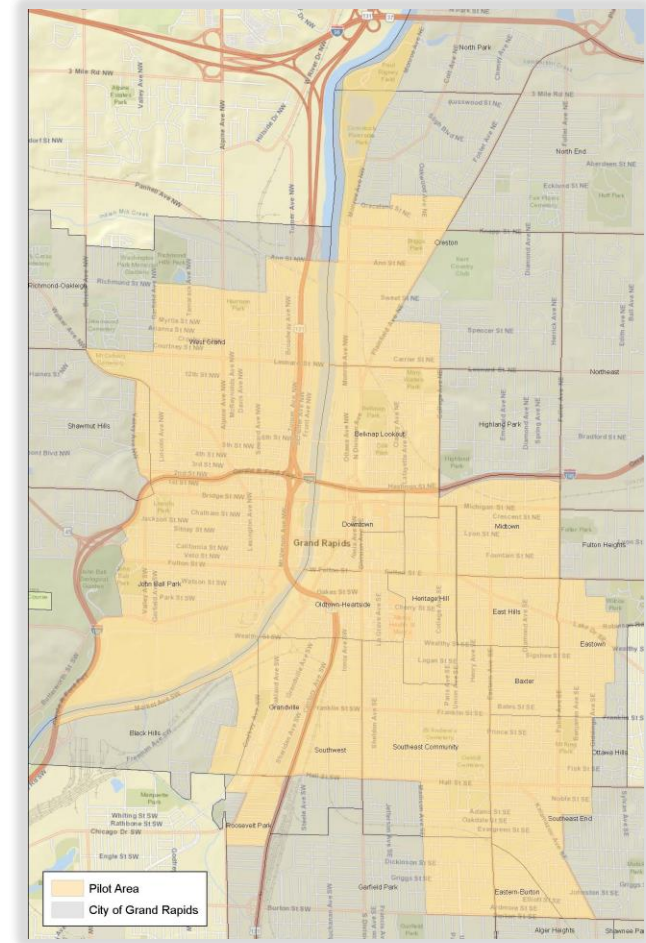
Purpose of Pilot Project

- Bike Share Goals:
 - Financially sustainable, minimal reliance on general fund
 - Accessible for all residents, regardless of race, ethnicity, income, age, or ability
 - Improve the reach and utility of public transportation
 - Increase access and enhance mobility
 - Foster “park once” behaviors
 - Enable increased physical activity
- Pilot Outcome: Better understand viability, pros and cons of different systems, and determine parameters and policies needed to sustain a long-term shared micromobility system in Grand Rapids.



Overview

- City partnership with a private vendor
- 12 square mile pilot service area
- 176 Designated Parking Zones – expanding in coming months
- SPIN started service with stand-up scooters on September 30, 2020
- Previously-selected 2nd vendor delayed due to COVID, and then changed ownership
- Recently selected Lime as the new 2nd vendor who will provide stand-up scooters and e-assist bicycles.



Organizational Structure

- Bike Share Feasibility Study recommended a publicly owned, non-profit operated system.
 - \$300,000 in overhead startup costs + \$3,800/vehicle initial capital.
 - \$2,400/vehicle/year operating and maintenance.
 - Long-term revenue estimates only covered 80% of costs.
- Currently using a hybrid system.
 - City owns fixed infrastructure and manages private vendor operations.
 - No, or little, financial risk to City.
 - City can capitalize on public input opportunities.
 - City can promote equity initiatives.

Pilot Evaluation

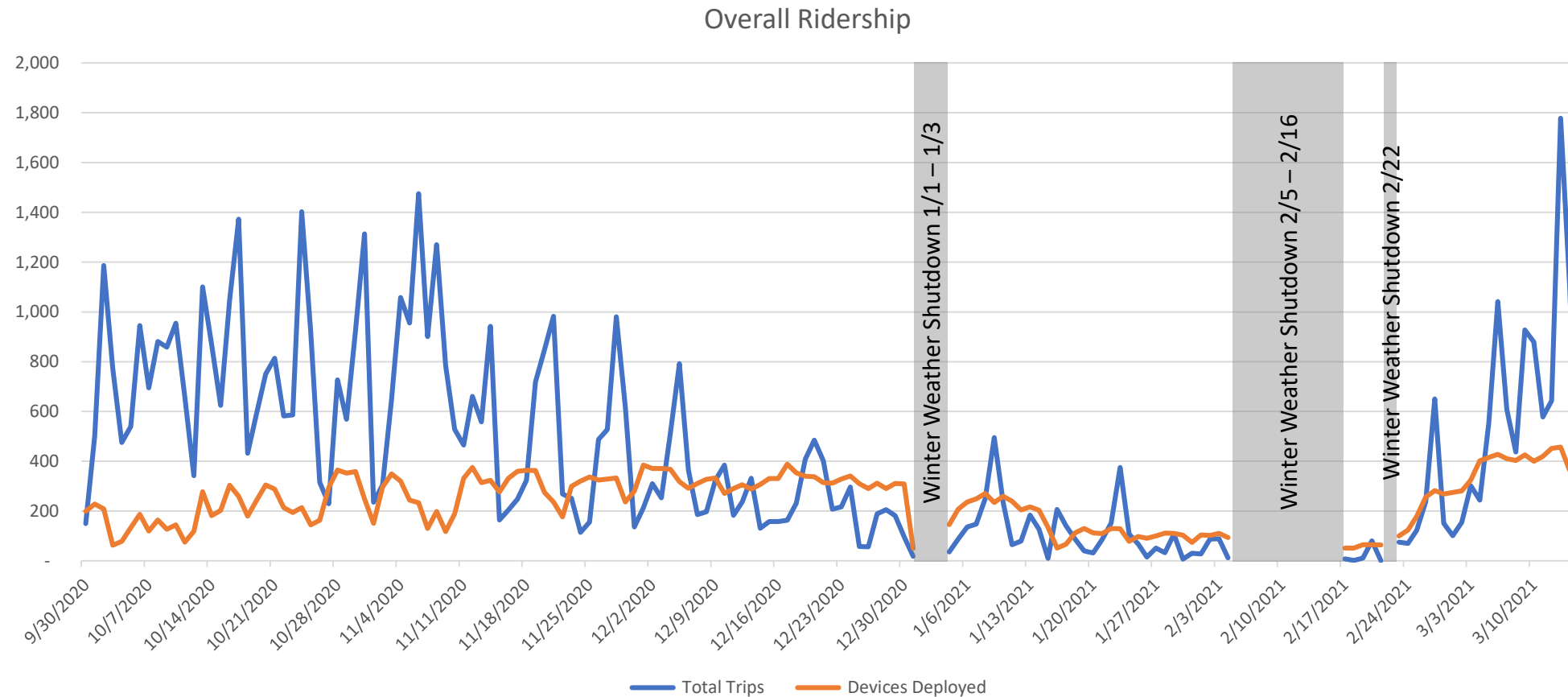
- **Safety** – reported crashes, perceived safety issues, helmet access, etc.
- **Operations** – vehicle availability, parking, ADA accessibility, responsiveness
- **Ridership** – overall use, use by various demographics – anonymized data
- **Customer Service and Maintenance** – quality, responsiveness
- **Contract Compliance**
- **Communications**
- **Cost effectiveness** – user costs and success of payment options/ programs
- **Equity analysis** – availability of vehicles where needed, access barriers, workforce equity
- **Feedback** – from service users *and* non-users
- **Feedback** – from internal City departments, community stakeholders

Pilot Feedback

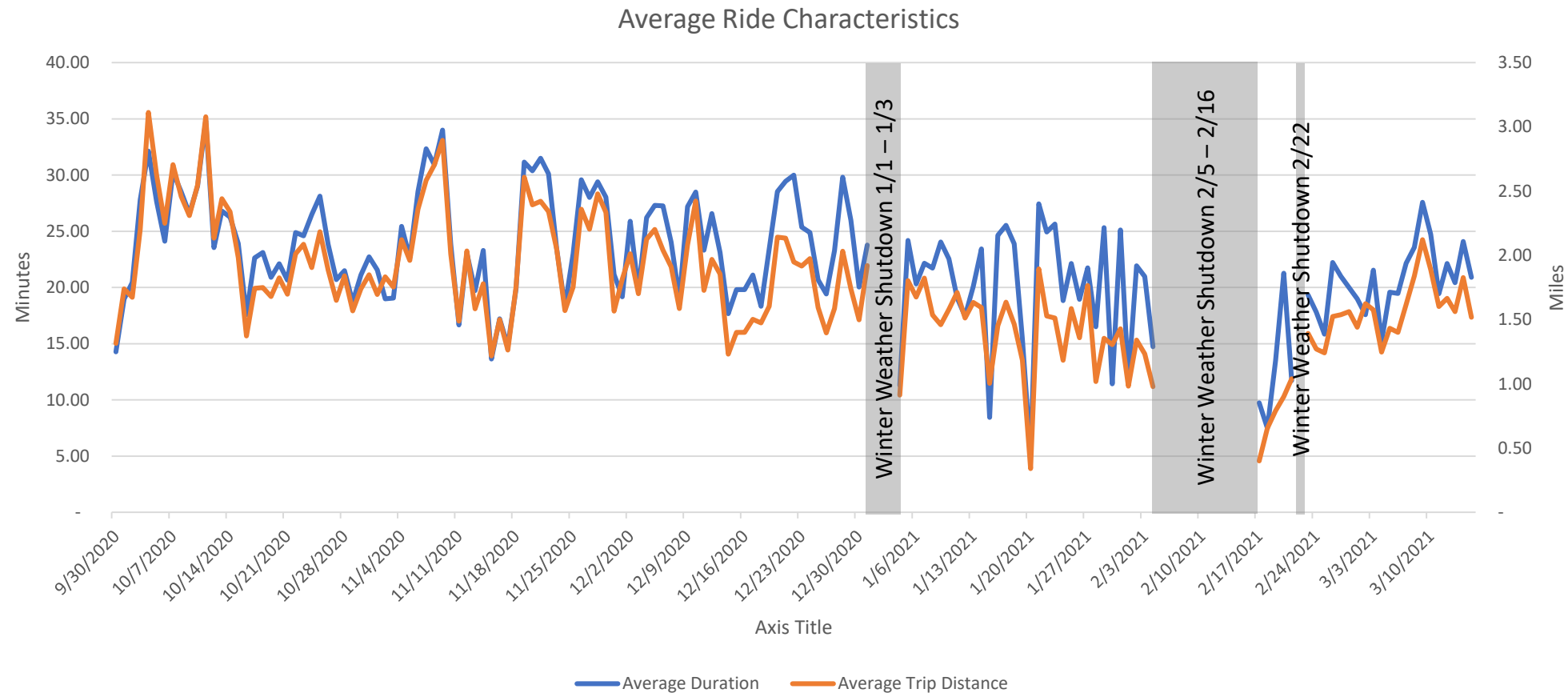
- Mobile GR staff presented to DGRI, Neighborhood Associations, CIAs/BIDs.
- Survey for service users and non-users currently active
 - Online or via 311
 - English and Spanish
- Positive and negative feedback via Mobile GR Zendesk tickets
- Developing online tool for Designated Parking Zone location feedback and input
- SPIN User Ratings



Ridership Data



Ride Characteristics



Benefits

- Eco-friendly alternative that reduces carbon footprint and single-user vehicular traffic.
- Positive placemaking – promotes multi-modal streets rather than vehicle-centric streets.
- Increased activation – more engagement with street-side businesses, restaurants, and amenities.
- Visitor Experience – a safe and easy option to see and move around the City.
- Economic benefits – increased draw for conferences, concerts, and other large events.
- A safe, socially-distant, single-user mobility option during COVID-19.

Challenges

- Improper parking
- Sidewalk riding
- 2-person riding
- Underage riding
- Need for additional parking zones
- Fleet rebalancing



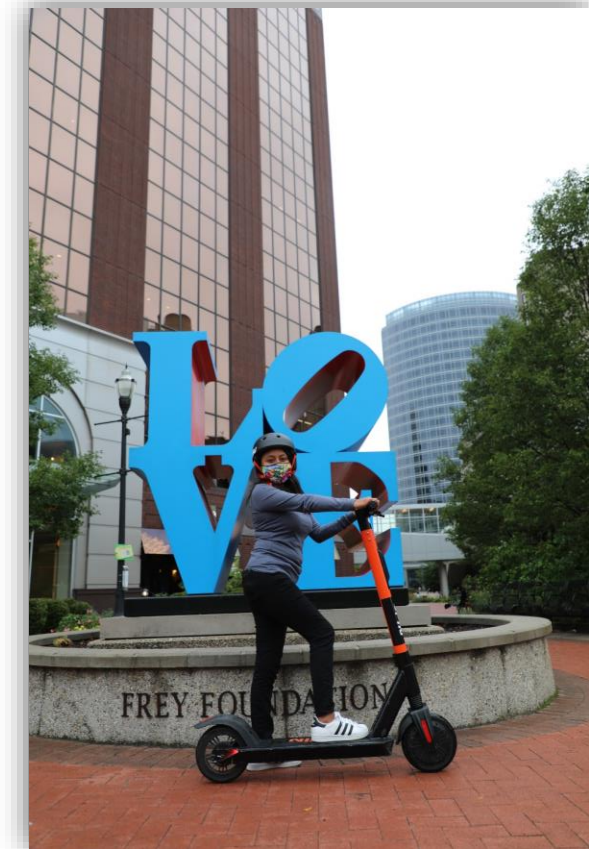
Equity and Affordability

- SPIN Community Pass
 - City subsidized program to provide initial experience of program to various community groups.
 - Provides 3 month passes with 5 x 30 minute rides daily, 130 passes to:
 - Baxter Community Center
 - Hispanic Center of Western Michigan
 - NAACP Grand Rapids
 - Urban League of West Michigan
 - West Michigan Works!
- SPIN Access
 - 50% discounted rates for those who qualify
 - Options for those without smartphone access or credit cards and bank accounts.



Pilot Costs To Date

- Total Budget: \$400,000
- Designated Parking Zone infrastructure: **\$33,500**
- SPIN Community Pass: **\$81,000**
- Future potential costs: Infrastructure build-out and improvements, promotional and educational programs and events, continued equity programs, operating stipends to keep pricing affordable



Next Steps

- April 2021 – Interim pilot report/feedback to SPIN
- ~ May/June 2021 – 2nd vendor in service
- Summer 2021 – RFI for universal docking/charging stations
- Dec 2021 – Finalize pilot vendor operations
- Early spring 2022 – Conclude evaluation of pilot, publish report
- May 2022 – Pilot ends, present long-term contract for City Commission approval

